

# **NONRESIDENTIAL MARKET SHARE TRACKING STUDY**

## **APPENDIX H PHASE 2 PHONE RECRUITING SURVEY INSTRUMENT**

### **CONSULTANT REPORT**

*Prepared For:*  
**California Energy Commission**

*Prepared By:*  
**Aspen Systems Corporation**

*With*  
**Williams-Wallace Management Consultants  
Robert Thomas Brown Company**



April 2005  
CEC 400-2005-013-AP8

# **Appendix H**

## **Phase 2 Phone Recruiting Survey Instrument**

**Changes from Phase 1 are hand drawn.**

1. Question START

PRESS "1" TO START.

PRESS "EXT" AND AT FIRST DIAL TONE,  
PRESS "CHARGE" BUTTON, THEN 300530.  
AT SECOND DIAL TONE, DIAL 9-1-AREA CODE-PHONE NUMBER.  
PRESS "1" TO RESTART INTERVIEW.

PROJECT: California Energy Commission NRMSTS Telephone Recruitment (Revised)  
TYPE: Industrial Production Facilities  
DATE: ~~November 6, 2001~~ Apr. 3, 02

2. Question CONTINFO

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

DOES THE CONTACT FIELD ABOVE CONTAIN A "REAL" NAME?

- 1 YES
- 2 NO (GENERIC "FACILITIES ENERGY MANAGER" OR BLANK)

DO THE CONTACT AND LST FIELDS CONTAIN THE SAME NAME?

- 1 YES
- 2 NO

DOES THE TITLE FIELD ABOVE CONTAIN A "REAL" TITLE?

- 1 YES
- 2 NO

### 3. Question RING1

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_ CATIONUM: \_\_\_\_\_

PRESS "EXT" AND AT FIRST DIAL TONE,  
PRESS "CHARGE" BUTTON, THEN 300530.  
AT SECOND DIAL TONE, DIAL 9-1-AREA CODE-PHONE NUMBER.

WHAT HAPPENED WHEN THE PHONE RANG?

- 01 PHONE ANSWERED
- 02 NO ANSWER
- 03 BUSY SIGNAL
- 04 FAX/MODEM LINE
- 05 VOICE MAIL; LEFT MESSAGE
- 06 VOICE MAIL; NO MESSAGE LEFT
- 07 NON-WORKING NUMBER (NOT IN SERVICE, ETC.)
- 08 NUMBER CHANGED -- NEW NUMBER PROVIDED
- 09 NUMBER CHANGED -- NEW NUMBER NOT PROVIDED
- 10 OTHER OUTCOME WHERE PHONE NOT ANSWERED BY A PERSON

### 4. Question NEWPHONE

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

\* ENTER NEW TELEPHONE NUMBER, INCLUDING AREA CODE: (\_\_\_\_) \_\_\_\_\_

[SKIP TO RING1]

5. Question Q1

LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

1. Hello. My name is [INTERVIEWER NAME], and I'm calling from Aspen Systems Corporation, on behalf of the California Energy Commission. May I please speak with (the) (CONTACT/TITLE)?  
[IF ASKED WHAT THIS IS ABOUT, PRESS "F1" OR CLICK ON "HELP"]

- |   |  |                    |
|---|--|--------------------|
| 1 | CONTACT AVAILABLE NOW (CALL TRANSFERRED) | [SKIP TO CALLCHEK] |
| 2 | CONTACT ANSWERED PHONE                   | [SKIP TO Q.15]     |
| 3 | CONTACT NOT AVAILABLE RIGHT NOW          | [SKIP TO Q.2.b]    |
| 4 | CONTACT AT DIFFERENT NUMBER              | [SKIP TO Q.10]     |
| 5 | CONTACT NO LONGER WORKS THERE            |                    |
| 6 | NEVER HEARD OF CONTACT (WRONG NUMBER?)   | [SKIP TO Q.3]      |
| 7 | ACCESS TO CONTACT DENIED/REFUSED         | [SKIP TO REFUSAL]  |

HELP

We're following up on a letter from Commission Chairman Keese to your company concerning an important project that will help California businesses find cost-effective ways to reduce their electricity demand.  
[PRESS "ENTER" OR CLICK ON "OK" TO RETURN TO QUESTION]

6. Question Q2\_INTRO

IF NEW PERSON ON LINE:

- 2.a Hello. My name is [INTERVIEWER NAME], and I'm calling from Aspen Systems Corporation, on behalf of the California Energy Commission.

IF Q.1 = 5

- 2.a Perhaps you can help me anyway . . .

7. Question Q2\_A

PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_ LST: \_\_\_\_\_

2.a [DISPLAY APPROPRIATE INTRODUCTION FROM ABOVE]

As part of a Commission project to gather real-world data about how businesses use energy, I need to speak to someone who is highly knowledgeable about the mechanical and electrical equipment for (COMPANY) \_\_\_\_\_ 's facility located at (ADDRESS) \_\_\_\_\_ in (CITY) \_\_\_\_\_. The best person would generally be the energy manager, chief engineer, plant engineer, plant manager, or facilities manager. Could you give me the contact information for one of these people? [IF ASKED WHAT THIS IS ABOUT, PRESS "F1" OR CLICK ON "HELP"]

- |   |   |                    |
|---|---|--------------------|
| 1 | YES (CAN PROVIDE NAME)                          | [SKIP TO Q.6]      |
| 2 | YES (CALL TRANSFERRED WITHOUT GETTING NAME)     | [SKIP TO CALLCHEK] |
| 3 | PERSON ON LINE IS CORRECT CONTACT               | [SKIP TO Q.6]      |
| 4 | CORRECT CONTACT IS AT DIFFERENT NUMBER          | [SKIP TO Q.6]      |
| 5 | NO/NOT SURE                                     | [SKIP TO Q.5]      |
| 6 | SOMETHING WRONG WITH COMPANY NAME/ADDRESS       | [SKIP TO Q.2.c]    |
| 7 | DIFFERENT BUSINESS OR RESIDENCE (WRONG NUMBER?) | [SKIP TO Q.4]      |
| 8 | REFUSES TO ANSWER/PARTICIPATE                   | [SKIP TO REFUSAL]  |

8. Question Q2\_B

PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_ LST: \_\_\_\_\_

2.b Perhaps you can help me anyway . . .

Since (Mr./Ms./the) (CONTACT/TITLE) \_\_\_\_\_ isn't available at the moment, is there someone else who I could speak to RIGHT NOW who is highly knowledgeable about the mechanical and electrical equipment for (COMPANY) \_\_\_\_\_ 's facility located at (ADDRESS) \_\_\_\_\_ in (CITY) \_\_\_\_\_? The best person would generally be the energy manager, chief engineer, plant engineer, plant manager, or facilities manager. [IF ASKED WHAT THIS IS ABOUT, PRESS "F1" OR CLICK ON "HELP"]

- |   |   |                    |
|---|---|--------------------|
| 1 | YES (CAN PROVIDE NAME)                        | [SKIP TO Q.6]      |
| 2 | YES (CALL TRANSFERRED WITHOUT GETTING NAME)   | [SKIP TO CALLCHEK] |
| 3 | PERSON ON LINE IS ALTERNATIVE CONTACT         | [SKIP TO Q.6]      |
| 4 | NO (CURRENT CONTACT ONLY KNOWLEGEABLE PERSON) | [SKIP TO Q.9]      |
| 5 | NO (NO ONE ELSE CURRENTLY AVAILABLE)          | [SKIP TO Q.9]      |
| 6 | SOMETHING WRONG WITH COMPANY NAME/ADDRESS     |                    |
| 7 | REFUSES TO PROVIDE ALTERNATIVE CONTACT        | [SKIP TO Q.9]      |
| 8 | REFUSES TO PARTICIPATE                        | [SKIP TO REFUSAL]  |

9. Question Q2\_C

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
 TITLE: \_\_\_\_\_  
 COMPANY: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

2.c [DO NOT ASK UNLESS NOT ANSWERED IN RESPONSE TO PREVIOUS QUESTION!!!]  
 WHAT'S WRONG WITH THE COMPANY NAME AND/OR ADDRESS?

- |   |  |                    |
|---|--|--------------------|
| 1 | COMPANY HAS GONE OUT OF BUSINESS                 | [SKIP TO OOB_MOVE] |
| 2 | COMPANY HAS CLOSED FACILITY AT SPECIFIED ADDRESS | [SKIP TO OOB_MOVE] |
| 3 | COMPANY HAS MOVED FROM SPECIFIED ADDRESS         | [SKIP TO OOB_MOVE] |
| 4 | COMPANY REFERS TO SPECIFIED ADDRESS DIFFERENTLY  |                    |
| 5 | COMPANY HAS NO FACILITY AT SPECIFIED ADDRESS     |                    |
| 6 | OWNER'S NAME LISTED IN PLACE OF COMPANY NAME     |                    |
| 7 | COMPANY HAS CHANGED ITS NAME                     |                    |
| 8 | OTHER ADDRESS PROBLEM, BUT CORRECT COMPANY       |                    |
| 9 | DIFFERENT COMPANY AT DIFFERENT ADDRESS           | [SKIP TO WRONGBUS] |

[IF Q.2.a = 6 AND Q.2.c = 6 or 7, SKIP TO Q.2.e; IF Q.2.b = 7 AND Q.2.c = 4,  
 5, or 8, SKIP TO Q.2.f; IF Q.2.b = 7 AND Q.2.c = 6 or 7, SKIP TO Q.2.g;  
 OTHERWISE, CONTINUE]

10. Question Q2\_D

PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_ LST: \_\_\_\_\_

2.d Okay, then I'd need to speak to someone who is highly knowledgeable about  
 the mechanical and electrical equipment for  
 (COMPANY) \_\_\_\_\_'s facility located  
 close to or with an address similar to  
 (ADDRESS) \_\_\_\_\_ in  
 (CITY) \_\_\_\_\_. Do you know who that would be? [IF ASKED  
 WHAT THIS IS ABOUT, PRESS "F1" OR CLICK ON "HELP"]

- |   |   |                    |
|---|---|--------------------|
| 1 | YES (CAN PROVIDE NAME)                      | [SKIP TO Q.6]      |
| 2 | YES (CALL TRANSFERRED WITHOUT GETTING NAME) | [SKIP TO CALLCHEK] |
| 3 | PERSON ON LINE IS CORRECT CONTACT           | [SKIP TO Q.6]      |
| 4 | CORRECT CONTACT IS AT DIFFERENT NUMBER      | [SKIP TO Q.6]      |
| 5 | NO/NOT SURE                                 | [SKIP TO Q.5]      |
| 6 | REFUSES TO ANSWER/PARTICIPATE               | [SKIP TO REFUSAL]  |

11. Question Q2\_E

PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_ LST: \_\_\_\_\_

2.e Okay, then I'd need to speak to someone who is highly knowledgeable about the mechanical and electrical equipment for the business (owned by/formerly known as) (COMPANY) \_\_\_\_\_, located at (ADDRESS) \_\_\_\_\_ in (CITY) \_\_\_\_\_. Do you know who that would be? [IF ASKED WHAT THIS IS ABOUT, PRESS "F1" OR CLICK ON "HELP"]

1	YES (CAN PROVIDE NAME)	[SKIP TO Q.6]
2	YES (CALL TRANSFERRED WITHOUT GETTING NAME)	[SKIP TO CALLCHEK]
3	PERSON ON LINE IS CORRECT CONTACT	[SKIP TO Q.6]
4	CORRECT CONTACT IS AT DIFFERENT NUMBER	[SKIP TO Q.6]
5	NO/NOT SURE	[SKIP TO Q.5]
6	REFUSES TO ANSWER/PARTICIPATE	[SKIP TO REFUSAL]

12. Question Q2\_F

PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_ LST: \_\_\_\_\_

2.f Okay, since (Mr./Ms./the) (CONTACT/TITLE) isn't available at the moment, is there someone else who I could speak to RIGHT NOW who is highly knowledgeable about the mechanical and electrical equipment for (COMPANY) \_\_\_\_\_'s facility located close to or with an address similar to (ADDRESS) \_\_\_\_\_ in (CITY) \_\_\_\_\_? [IF ASKED WHAT THIS IS ABOUT, PRESS "F1" OR CLICK ON "HELP"]

1	YES (CAN PROVIDE NAME)	[SKIP TO Q.6]
2	YES (CALL TRANSFERRED WITHOUT GETTING NAME)	[SKIP TO CALLCHEK]
3	PERSON ON LINE IS ALTERNATIVE CONTACT	[SKIP TO Q.6]
4	NO (CURRENT CONTACT ONLY KNOWLEDGEABLE PERSON)	[SKIP TO Q.9]
5	NO (NO ONE ELSE CURRENTLY AVAILABLE)	[SKIP TO Q.9]
6	REFUSES TO PROVIDE ALTERNATIVE CONTACT	[SKIP TO Q.9]
7	REFUSES TO PARTICIPATE	[SKIP TO REFUSAL]



13. Question Q2\_G

PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_ LST: \_\_\_\_\_

2.g Okay, since (Mr./Ms./the) (CONTACT/TITLE)  
isn't available at the moment, is there someone else who I could speak to  
RIGHT NOW who is highly knowledgeable about the mechanical and electrical  
equipment for the business (owned by/formerly known as)  
(COMPANY) \_\_\_\_\_, located at  
(ADDRESS) \_\_\_\_\_ in  
(CITY) \_\_\_\_\_? [IF ASKED WHAT THIS IS ABOUT, PRESS "F1"  
OR CLICK ON "HELP"]

1	YES (CAN PROVIDE NAME)	[SKIP TO Q.6]
2	YES (CALL TRANSFERRED WITHOUT GETTING NAME)	[SKIP TO CALLCHK]
3	PERSON ON LINE IS ALTERNATIVE CONTACT	[SKIP TO Q.6]
4	NO (CURRENT CONTACT ONLY KNOWLEDGEABLE PERSON)	[SKIP TO Q.9]
5	NO (NO ONE ELSE CURRENTLY AVAILABLE)	[SKIP TO Q.9]
6	REFUSES TO PROVIDE ALTERNATIVE CONTACT	[SKIP TO Q.9]
7	REFUSES TO ANSWER/PARTICIPATE	[SKIP TO REFUSAL]

14. Question Q3\_A

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

3.a Let me just verify -- Have I reached . . .  
(COMPANY) \_\_\_\_\_ at  
(ADDRESS) \_\_\_\_\_ in  
(CITY) \_\_\_\_\_?

1	YES	[SKIP TO Q.3.c]
2	NO, NO CONNECTION TO SPECIFIED COMPANY & ADDRESS	[SKIP TO Q.4]
3	NO, DIFFERENT LOCATION OF SAME COMPANY	[SKIP TO Q.11]
4	SOMETHING WRONG WITH COMPANY NAME/ADDRESS	
5	REFUSES TO CONFIRM/DENY	[SKIP TO REFUSAL]

15. Question Q3\_B

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
 TITLE: \_\_\_\_\_  
 COMPANY: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

3.b [DO NOT ASK UNLESS NOT ANSWERED IN RESPONSE TO PREVIOUS QUESTION!!!]  
 WHAT'S WRONG WITH THE COMPANY NAME AND/OR ADDRESS?

- |   |  |                    |
|---|--|--------------------|
| 1 | COMPANY HAS GONE OUT OF BUSINESS                 | [SKIP TO OOB_MOVE] |
| 2 | COMPANY HAS CLOSED FACILITY AT SPECIFIED ADDRESS | [SKIP TO OOB_MOVE] |
| 3 | COMPANY HAS MOVED FROM SPECIFIED ADDRESS         | [SKIP TO OOB_MOVE] |
| 4 | COMPANY REFERS TO SPECIFIED ADDRESS DIFFERENTLY  | [SKIP TO Q.3.d]    |
| 5 | COMPANY HAS NO FACILITY AT SPECIFIED ADDRESS     | [SKIP TO Q.3.d]    |
| 6 | OWNER'S NAME LISTED IN PLACE OF COMPANY NAME     | [SKIP TO Q.3.e]    |
| 7 | COMPANY HAS CHANGED ITS NAME                     | [SKIP TO Q.3.e]    |
| 8 | OTHER ADDRESS PROBLEM, BUT CORRECT COMPANY       | [SKIP TO Q.3.d]    |
| 9 | DIFFERENT COMPANY AT DIFFERENT ADDRESS           | [SKIP TO WRONGBUS] |

16. Question Q3\_C

PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_ LST: \_\_\_\_\_

3.c Perhaps you can help me anyway . . .

As part of a Commission project to gather real-world data about how businesses use energy, I need to speak to someone who is highly knowledgeable about the mechanical and electrical equipment for (COMPANY) \_\_\_\_\_'s facility located at (ADDRESS) \_\_\_\_\_ in (CITY) \_\_\_\_\_. The best person would generally be the energy manager, chief engineer, plant engineer, plant manager, or facilities manager. Could you give me the contact information for one of these people? [IF ASKED WHAT THIS IS ABOUT, PRESS "F1" OR CLICK ON "HELP"]

- |   |   |                    |
|---|---|--------------------|
| 1 | YES (CAN PROVIDE NAME)                      | [SKIP TO Q.6]      |
| 2 | YES (CALL TRANSFERRED WITHOUT GETTING NAME) | [SKIP TO CALLCHEK] |
| 3 | PERSON ON LINE IS CORRECT CONTACT           | [SKIP TO Q.6]      |
| 4 | CORRECT CONTACT IS AT DIFFERENT NUMBER      | [SKIP TO Q.6]      |
| 5 | NO/NOT SURE                                 | [SKIP TO Q.5]      |
| 6 | REFUSES TO ANSWER/PARTICIPATE               | [SKIP TO REFUSAL]  |

17. Question Q3\_D

PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_ LST: \_\_\_\_\_

3.d Okay, perhaps you can help me anyway . . .

As part of a Commission project to gather real-world data about how businesses use energy, I need to speak to someone who is highly knowledgeable about the mechanical and electrical equipment for (COMPANY) \_\_\_\_\_ 's facility located close to or with an address similar to (ADDRESS) \_\_\_\_\_ in (CITY) \_\_\_\_\_. The best person would generally be the energy manager, chief engineer, plant engineer, plant manager, or facilities manager. Could you give me the contact information for one of these people? [IF ASKED WHAT THIS IS ABOUT, PRESS "F1" OR CLICK ON "HELP"]

1	YES (CAN PROVIDE NAME)	[SKIP TO Q.6]
2	YES (CALL TRANSFERRED WITHOUT GETTING NAME)	[SKIP TO CALLCHEK]
3	PERSON ON LINE IS CORRECT CONTACT	[SKIP TO Q.6]
4	CORRECT CONTACT IS AT DIFFERENT NUMBER	[SKIP TO Q.6]
5	NO/NOT SURE	[SKIP TO Q.5]
6	REFUSES TO ANSWER/PARTICIPATE	[SKIP TO REFUSAL]

18. Question Q3\_E

PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_ LST: \_\_\_\_\_

3.e Okay, perhaps you can help me anyway . . .

As part of a Commission project to gather real-world data about how businesses use energy, I need to speak to someone who is highly knowledgeable about the mechanical and electrical equipment for the business (owned by/formerly known as) (COMPANY) \_\_\_\_\_, located at (ADDRESS) \_\_\_\_\_ in (CITY) \_\_\_\_\_. The best person would generally be the energy manager, chief engineer, plant engineer, plant manager, or facilities manager. Could you give me the contact information for one of these people? [IF ASKED WHAT THIS IS ABOUT, PRESS "F1" OR CLICK ON "HELP"]

1	YES (CAN PROVIDE NAME)	[SKIP TO Q.6]
2	YES (CALL TRANSFERRED WITHOUT GETTING NAME)	[SKIP TO CALLCHEK]
3	PERSON ON LINE IS CORRECT CONTACT	[SKIP TO Q.6]
4	CORRECT CONTACT IS AT DIFFERENT NUMBER	[SKIP TO Q.6]
5	NO/NOT SURE	[SKIP TO Q.5]
6	REFUSES TO ANSWER/PARTICIPATE	[SKIP TO REFUSAL]

19. Question Q4

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_

4. Perhaps I misdialed. Is this (PHONE NUMBER)?

- |   |                         |                    |
|---|-------------------------|--------------------|
| 1 | YES                     | [SKIP TO WRONGNUM] |
| 2 | NO                      |                    |
| 3 | REFUSES TO CONFIRM/DENY | [SKIP TO REFUSAL]  |

I'm sorry to have bothered you.  
[PRESS "1" TO BEGIN AGAIN.]

20. Question Q5

LST: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

5. Is there someone else there who might know?

- |   |                               |                    |
|---|-------------------------------|--------------------|
| 1 | YES                           |                    |
| 2 | NO                            | [SKIP TO CONTUNKN] |
| 3 | REFUSES TO ANSWER/PARTICIPATE | [SKIP TO REFUSAL]  |

21. Question Q6

LST: \_\_\_\_\_  
 COMPANY: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

6. What's (your/his or her) name and title, please?

1 CAN PROVIDE BOTH NAME AND TITLE  
 2 CAN PROVIDE NAME ONLY  
 3 CAN PROVIDE TITLE ONLY  
 4 NAME GIVEN SAME AS "LST" NAME [SKIP TO Q.7.a/c]  
 5 DOESN'T KNOW [SKIP TO CONTUNKN]  
 6 REFUSES TO PROVIDE [SKIP TO REFUSAL]

6.a \* ENTER NAME: \_\_\_\_\_

6.b \* ENTER TITLE: \_\_\_\_\_

22. Question Q7\_A

LST: \_\_\_\_\_  
 COMPANY: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

7.a It's very important that we have the correct site. Can you verify that  
 (you work at/(the) (CONTACT/TITLE) works at)  
 (ADDRESS) \_\_\_\_\_ in  
 (CITY) \_\_\_\_\_?

1 YES, WORKS AT/NEAR SPECIFIED SITE [\*]  
 2 NO, DOESN'T WORK AT/NEAR SPECIFIED SITE [SKIP TO Q.8.a]  
 3 SOMETHING WRONG WITH COMPANY ADDRESS  
 4 REFUSES TO CONFIRM/DENY [SKIP TO REFUSAL]

[\* IF Q.2.a/Q.2.b/Q.2.d/Q.2.e/Q.2.f/Q.2.g/Q.3.c/Q.3.d/Q.3.e = 3, SKIP TO Q.15;  
 IF Q.2.a/Q.2.d/Q.2.e/Q.3.c/Q.3.d/Q.3.e = 4, SKIP TO Q.10;  
 OTHERWISE, SKIP TO Q.9]

23. Question Q7\_B

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
 TITLE: \_\_\_\_\_  
 COMPANY: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

7.b [DO NOT ASK UNLESS NOT ANSWERED IN RESPONSE TO PREVIOUS QUESTION!!!]  
 WHAT'S WRONG WITH THE COMPANY ADDRESS?

1 COMPANY HAS CLOSED FACILITY AT SPECIFIED ADDRESS [SKIP TO OOB\_MOVE]  
 2 COMPANY HAS MOVED FROM SPECIFIED ADDRESS [SKIP TO OOB\_MOVE]  
 3 COMPANY REFERS TO SPECIFIED ADDRESS DIFFERENTLY  
 4 COMPANY HAS NO FACILITY AT SPECIFIED ADDRESS  
 5 OTHER ADDRESS PROBLEM, BUT CORRECT COMPANY  
 6 DIFFERENT COMPANY AT DIFFERENT ADDRESS [SKIP TO WRONGBUS]

24. Question Q7\_C

LST: \_\_\_\_\_  
 COMPANY: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

7.c (Okay, then . . ./It's very important that we have the correct site.)  
 Can you verify that (you work at/(the) (CONTACT/TITLE) works at)  
 a facility located close to or with an address similar to  
 (ADDRESS) \_\_\_\_\_ in  
 (CITY) \_\_\_\_\_?

1 YES, WORKS AT/NEAR SPECIFIED SITE [\*]  
 2 NO, DOESN'T WORK AT/NEAR SPECIFIED SITE [SKIP TO Q.8.e]  
 3 REFUSES TO CONFIRM/DENY [SKIP TO REFUSAL]

[\* IF Q.2.a/Q.2.b/Q.2.d/Q.2.e/Q.2.f/Q.2.g/Q.3.c/Q.3.d/Q.3.e = 3, SKIP TO Q.15;  
 IF Q.2.a/Q.2.d/Q.2.e/Q.3.c/Q.3.d/Q.3.e = 4, SKIP TO Q.10;  
 OTHERWISE, SKIP TO Q.9]

25. Question Q8\_A

PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_ LST: \_\_\_\_\_

8.a Can you please give me the name and title of someone who is highly knowledgeable of the mechanical and electrical equipment at (COMPANY) \_\_\_\_\_ 's facility at (ADDRESS) \_\_\_\_\_ in (CITY) \_\_\_\_\_, AND who also works at that site(?/, AND who is currently available to speak with me?)

- |   |   |                    |
|---|---|--------------------|
| 1 | YES, CAN PROVIDE BOTH NAME AND TITLE      |                    |
| 2 | YES, CAN PROVIDE NAME ONLY                |                    |
| 3 | YES, CAN PROVIDE TITLE ONLY               |                    |
| 4 | NAME GIVEN SAME AS "LST" NAME             | [SKIP TO Q.9]      |
| 5 | NO/NOT SURE                               | [SKIP TO CONTUNKN] |
| 6 | SOMETHING WRONG WITH COMPANY NAME/ADDRESS | [SKIP TO Q.8.d]    |
| 7 | REFUSES TO PROVIDE                        | [SKIP TO REFUSAL]  |

8.b \* ENTER NAME: \_\_\_\_\_

8.c \* ENTER TITLE: \_\_\_\_\_  
[SKIP TO Q.9]

26. Question Q8\_D

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

8.d [DO NOT ASK UNLESS NOT ANSWERED IN RESPONSE TO PREVIOUS QUESTION!!!]  
WHAT'S WRONG WITH THE COMPANY NAME AND/OR ADDRESS?

- |   |  |                    |
|---|--|--------------------|
| 1 | COMPANY HAS GONE OUT OF BUSINESS                 | [SKIP TO OOB_MOVE] |
| 2 | COMPANY HAS CLOSED FACILITY AT SPECIFIED ADDRESS | [SKIP TO OOB_MOVE] |
| 3 | COMPANY HAS MOVED FROM SPECIFIED ADDRESS         | [SKIP TO OOB_MOVE] |
| 4 | COMPANY REFERS TO SPECIFIED ADDRESS DIFFERENTLY  |                    |
| 5 | COMPANY HAS NO FACILITY AT SPECIFIED ADDRESS     |                    |
| 6 | OWNER'S NAME LISTED IN PLACE OF COMPANY NAME     | [SKIP TO Q.8.h]    |
| 7 | COMPANY HAS CHANGED ITS NAME                     | [SKIP TO Q.8.h]    |
| 8 | OTHER ADDRESS PROBLEM, BUT CORRECT COMPANY       |                    |
| 9 | DIFFERENT COMPANY AT DIFFERENT ADDRESS           | [SKIP TO WRONGBUS] |

27. Question Q8\_E

PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_ LST: \_\_\_\_\_

8.e Okay then, can you please give me the name and title of someone who is highly knowledgeable of the mechanical and electrical equipment at (COMPANY) \_\_\_\_\_'s facility located close to or with an address similar to (ADDRESS) \_\_\_\_\_ in (CITY) \_\_\_\_\_, AND who also works at that site(?/, AND who is currently available to speak with me?)

- 1 YES, CAN PROVIDE BOTH NAME AND TITLE
- 2 YES, CAN PROVIDE NAME ONLY
- 3 YES, CAN PROVIDE TITLE ONLY
- 4 NAME GIVEN SAME AS "LST" NAME [SKIP TO Q.9]
- 5 NO/NOT SURE [SKIP TO CONTUNKN]
- 6 REFUSES TO PROVIDE [SKIP TO REFUSAL]

8.f \* ENTER NAME: \_\_\_\_\_

8.g \* ENTER TITLE: \_\_\_\_\_  
[SKIP TO Q.9]

28. Question Q8\_H

PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_ LST: \_\_\_\_\_

8.h Okay then, can you please give me the name and title of someone who is highly knowledgeable of the mechanical and electrical equipment for the business (owned by/formerly known as) (COMPANY) \_\_\_\_\_, located at (ADDRESS) \_\_\_\_\_ in (CITY) \_\_\_\_\_, AND who also works at that site(?/, AND who is currently available to speak with me?)

- 1 YES, CAN PROVIDE BOTH NAME AND TITLE
- 2 YES, CAN PROVIDE NAME ONLY
- 3 YES, CAN PROVIDE TITLE ONLY
- 4 NAME GIVEN SAME AS "LST" NAME [SKIP TO Q.9]
- 5 NO/NOT SURE [SKIP TO CONTUNKN]
- 6 REFUSES TO PROVIDE [SKIP TO REFUSAL]

8.i \* ENTER NAME: \_\_\_\_\_

8.j \* ENTER TITLE: \_\_\_\_\_



29. Question Q9

LST: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_

9. (It sounds like I'll need to speak with (Mr./Ms./the) (ORIGINAL OR PREVIOUS CONTACT/TITLE) after all. Could you please tell me . . . /Okay then, could you please tell me . . .)

Is (PHONE NUMBER) (extension (EXT NUM)) the best number at which to reach (the) (CONTACT/TITLE/him or her)?

- |   |                         |                   |
|---|-------------------------|-------------------|
| 1 | YES                     | [*]               |
| 2 | NO                      |                   |
| 3 | REFUSES TO CONFIRM/DENY | [SKIP TO REFUSAL] |

[\* IF Q.1 = 3, SKIP TO Q.13; OTHERWISE, SKIP TO Q.12]

30. Question Q10

LST: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

10. May I please have the telephone number at which (the) (CONTACT/TITLE) can be reached?

- |   |                          |                    |
|---|--------------------------|--------------------|
| 1 | CAN PROVIDE PHONE NUMBER |                    |
| 2 | DOESN'T KNOW             | [SKIP TO CONTUNKN] |
| 3 | REFUSES TO PROVIDE       | [SKIP TO REFUSAL]  |

10.a \* ENTER TELEPHONE NUMBER, INCLUDING AREA CODE: (\_\_\_\_) \_\_\_\_\_

10.b \* ENTER EXTENSION (IF NONE, RECORD "0"): \_\_\_\_\_

Okay, we'll try calling that number. Thank you for your help.

[PRESS "1" TO SKIP TO CALLCHEK]

31. Question Q11\_A

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

11.a May I please have the telephone number for  
(COMPANY) \_\_\_\_\_ 's facility located at  
(ADDRESS) \_\_\_\_\_ in  
(CITY) \_\_\_\_\_ ?

1 CAN PROVIDE PHONE NUMBER  
2 SOMETHING WRONG WITH COMPANY NAME/ADDRESS [SKIP TO Q.11.d]  
3 DOESN'T KNOW/REFUSES TO PROVIDE [SKIP TO WRONGNUM]

11.b \* ENTER TELEPHONE NUMBER, INCLUDING AREA CODE: (\_\_\_\_) \_\_\_\_\_

11.c \* ENTER EXTENSION (IF NONE, RECORD "0") : \_\_\_\_\_

Okay, we'll try calling that number. Thank you for your help.

[PRESS "1" TO SKIP TO RING1]

32. Question Q11\_D

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

11.d [DO NOT ASK UNLESS NOT ANSWERED IN RESPONSE TO PREVIOUS QUESTION!!!]  
WHAT'S WRONG WITH THE COMPANY NAME AND/OR ADDRESS?

1 COMPANY HAS GONE OUT OF BUSINESS [SKIP TO OOB\_MOVE]  
2 COMPANY HAS CLOSED FACILITY AT SPECIFIED ADDRESS [SKIP TO OOB\_MOVE]  
3 COMPANY HAS MOVED FROM SPECIFIED ADDRESS [SKIP TO OOB\_MOVE]  
4 COMPANY REFERS TO SPECIFIED ADDRESS DIFFERENTLY  
5 COMPANY HAS NO FACILITY AT SPECIFIED ADDRESS  
6 OWNER'S NAME LISTED IN PLACE OF COMPANY NAME [SKIP TO Q.11.h]  
7 COMPANY HAS CHANGED ITS NAME [SKIP TO Q.11.h]  
8 OTHER ADDRESS PROBLEM, BUT CORRECT COMPANY  
9 DIFFERENT COMPANY AT DIFFERENT ADDRESS [SKIP TO WRONGBUS]

33. Question Q11\_E

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
 TITLE: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

11.e Okay then, may I please have the telephone number for  
 (COMPANY) \_\_\_\_\_'s facility located  
 close to or with an address similar to  
 (ADDRESS) \_\_\_\_\_ in  
 (CITY) \_\_\_\_\_?

1 CAN PROVIDE PHONE NUMBER  
 2 DOESN'T KNOW/REFUSES TO PROVIDE [SKIP TO WRONGNUM]

11.f \* ENTER TELEPHONE NUMBER, INCLUDING AREA CODE: (\_\_\_\_) \_\_\_\_\_

11.g \* ENTER EXTENSION (IF NONE, RECORD "0") : \_\_\_\_\_

Okay, we'll try calling that number. Thank you for your help.

[PRESS "1" TO SKIP TO RING1]

34. Question Q11\_H

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
 TITLE: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

11.h Okay then, may I please have the telephone number for the business (owned  
 by/formerly known as) (COMPANY) \_\_\_\_\_,  
 located at (ADDRESS) \_\_\_\_\_ in  
 (CITY) \_\_\_\_\_?

1 CAN PROVIDE PHONE NUMBER  
 2 DOESN'T KNOW/REFUSES TO PROVIDE [SKIP TO WRONGNUM]

11.i \* ENTER TELEPHONE NUMBER, INCLUDING AREA CODE: (\_\_\_\_) \_\_\_\_\_

11.j \* ENTER EXTENSION (IF NONE, RECORD "0") : \_\_\_\_\_

Okay, we'll try calling that number. Thank you for your help.

[PRESS "1" TO SKIP TO RING1]

35. Question Q12

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

12. Can you connect me, please?

- |   |                                  |                   |
|---|----------------------------------|-------------------|
| 1 | YES                              | [SKIP TO Q.14.a]  |
| 2 | NO                               |                   |
| 3 | ACCESS TO CONTACT REFUSED/DENIED | [SKIP TO REFUSAL] |

36. Question Q13

LST: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

13. (Well then, could you please tell me . . .)

Generally, when is the best time to try to reach (the)  
(CONTACT/TITLE)?

[MAKE NOTE OF DAY/TIME; IF PERSON IS UNABLE/UNWILLING TO PROVIDE AN EXACT  
DAY/TIME, TRY TO AT LEAST FIND OUT WHETHER THERE ARE CERTAIN DAYS OF THE  
WEEK OR TIMES OF THE DAY WHEN THE CONTACT IS MORE LIKELY TO BE AVAILABLE.]

- |   |                                  |                    |
|---|----------------------------------|--------------------|
| 1 | CONTINUE                         | [SKIP TO CALLBACK] |
| 2 | ACCESS TO CONTACT REFUSED/DENIED | [SKIP TO REFUSAL]  |

37. Question CALLCHEK

[DO NOT ASK!!!] IS THIS THE THIRD (OR MORE) TIME YOU'VE DIALED  
AND/OR BEEN TRANSFERRED?

- |   |     |                            |
|---|-----|----------------------------|
| 1 | YES | [SKIP TO Q.14.b]           |
| 2 | NO  | [SKIP TO RING2/<br>Q.14.a] |

38. Question RING2

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_ CATINUM: \_\_\_\_\_

PRESS "EXT" AND AT FIRST DIAL TONE,  
PRESS "CHARGE" BUTTON, THEN 300530.  
AT SECOND DIAL TONE, DIAL 9-1-AREA CODE-PHONE NUMBER.

WHAT HAPPENED WHEN THE PHONE RANG?

- |   |  |      |
|---|--|------|
| 1 | PHONE ANSWERED                                     | [*]  |
| 2 | NO ANSWER  | [**] |
| 3 | BUSY SIGNAL  | [**] |
| 4 | VOICE MAIL   | [**] |
| 5 | OTHER OUTCOME WHERE PHONE NOT ANSWERED BY A PERSON |      |

[\* IF HAVE CONTACT NAME, SKIP TO Q.1; OTHERWISE, SKIP TO Q.2]  
[\*\* IF Q.2.b NE 4, SKIP TO Q.14.b; OTHERWISE, ASSIGN DISPOSITION]

39. Question Q14\_A

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_ CATINUM: \_\_\_\_\_

14.a [DO NOT ASK!!!] WHAT HAPPENED WHEN YOUR CALL WAS TRANSFERRED?

- |   |                                    |                  |
|---|------------------------------------|------------------|
| 1 | ANSWERED BY CONTACT                | [*]              |
| 2 | ANSWERED BY GATEKEEPER/THIRD PARTY | [**]             |
| 3 | GOT VOICE MAIL                     | [SKIP TO Q.14.b] |
| 4 | PHONE NOT ANSWERED                 | [SKIP TO Q.14.b] |
| 5 | OTHER OUTCOME                      | [SKIP TO Q.14.b] |

[\* IF TRANSFERRED W/OUT NAME or Q.5 = 1, SKIP TO Q.2; OTHERWISE, SKIP TO Q.15.a]  
[\*\* IF HAVE CONTACT NAME, SKIP TO Q.1; OTHERWISE, SKIP TO Q.2]

40. Question Q14\_B

LST: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

14.b Hello. My name is [INTERVIEWER NAME], and I'm calling from Aspen Systems Corporation, on behalf of the California Energy Commission. I called a few minutes ago asking to speak with (the) (ORIGINAL OR PREVIOUS CONTACT/TITLE), but (he/she) wasn't available. Generally, when is the best time to try to reach (him/her)?  
[IF ASKED WHAT THIS IS ABOUT, PRESS "F1" OR CLICK ON "HELP"]

[MAKE NOTE OF DAY/TIME; IF PERSON IS UNABLE/UNWILLING TO PROVIDE AN EXACT DAY/TIME, TRY TO AT LEAST FIND OUT WHETHER THERE ARE CERTAIN DAYS OF THE WEEK OR TIMES OF THE DAY WHEN THE CONTACT IS MORE LIKELY TO BE AVAILABLE.]

- |   |                                  |                    |
|---|----------------------------------|--------------------|
| 1 | CONTINUE                         | [SKIP TO CALLBACK] |
| 2 | ACCESS TO CONTACT REFUSED/DENIED | [SKIP TO REFUSAL]  |

41. Question Q15\_INTR

IF NEW PERSON ON LINE

15. Hello. My name is [INTERVIEWER NAME], and I'm calling from Aspen Systems Corporation, on behalf of the California Energy Commission.

IF Q.1 = 2

15. Good (morning/afternoon). As I mentioned, I'm calling on behalf of the California Energy Commission.

IF Q.2 = 3

15. Thank you. Now, as I mentioned, I'm calling on behalf of the California Energy Commission.

42. Question Q15\_A

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

15. [DISPLAY APPROPRIATE INTRODUCTION FROM ABOVE]

Recently, you may have received a letter from Commission Chairman Keese about an important study, which has been endorsed by both the California Chamber of Commerce and the California Manufacturers and Technology Association. The California Legislature and Governor have authorized over 1 billion dollars for programs designed to increase energy efficiency and reduce peak demand. To achieve this goal, we need real-world knowledge about how businesses use energy, in terms of their equipment and behavior.

I realize you're probably very busy, but I'd like to ask you a few, brief questions now over the phone, and then, if you're willing, to ask you to participate in a more detailed survey that would be conducted at your facility.

[PRESS "1" TO CONTINUE]

43. Question Q15\_B

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

15. To ensure that the interests of companies like yours are represented in the study, your facility's participation is vitally important. All of your answers would, of course, be confidential. [IF ASKED HOW THEY WERE SELECTED FOR STUDY, PRESS "F1" OR CLICK ON "HELP"]

- |   |   |                   |
|---|---|-------------------|
| 1 | NO COMMENT OR AGREES TO CONTINUE        | [*]               |
| 2 | VOLUNTEERS THIS IS AN INCONVENIENT TIME |                   |
| 3 | NEED TO SPEAK TO SOMEONE ELSE           | [SKIP TO Q.8.a]   |
| 4 | NO INTEREST OR REFUSES TO PARTICIPATE   | [SKIP TO REFUSAL] |

HELP

Your firm was selected at random from a list of firms in your industry.  
[PRESS "ENTER" OR CLICK ON "OK" TO RETURN TO QUESTION]

[\* IF Q.2 = 3, SKIP TO Q.19; OTHERWISE, SKIP TO Q.18]

44. Question Q16

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

16. The phone interview should take from 5 to 10 minutes. When would you like us to call you?

- |   |                               |                   |
|---|-------------------------------|-------------------|
| 1 | WILLING TO SET UP CALLBACK    |                   |
| 2 | REFUSES TO ANSWER/PARTICIPATE | [SKIP TO REFUSAL] |

[MAKE NOTE OF DAY/TIME; IF PERSON IS UNABLE/UNWILLING TO PROVIDE AN EXACT DAY/TIME, TRY TO AT LEAST FIND OUT WHETHER THERE ARE CERTAIN DAYS OF THE WEEK OR TIMES OF THE DAY WHEN THE CONTACT IS MORE LIKELY TO BE AVAILABLE.]

[PRESS "1" TO CONTINUE]



45. Question Q17

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_

17. And let me just check . . . Is (PHONE NUMBER) (extension (EXT NUM)) the best number at which to reach you?

- 1 YES
- 2 NO

What is your direct number, please?

17.a \* ENTER TELEPHONE NUMBER, INCLUDING AREA CODE: (\_\_\_\_) \_\_\_\_\_

17.b \* ENTER EXTENSION (IF NONE, RECORD "0") : \_\_\_\_\_

Okay, we'll be in touch again. Thank you very much for your time.

[SIMULATENOUSLY PRESS "CTRL" AND "END" TO RECORD DISPOSITION OF  
CALLBACK AT Q.15 OR AFTER AND SCHEDULE CALLBACK.]

46. Question Q18

LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

18. First, I'd like to (verify/get) your name. [ALSO VERIFY SPELLING]

CONTACT NAME: \_\_\_\_\_

- 1 CORRECT
- 2 INCORRECT \* \_\_\_\_\_

[IF Q.2 = 3, SKIP TO Q.20; OTHERWISE, CONTINUE]

47. Question Q19

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

19. And what is your title, please?

TITLE: \_\_\_\_\_

1 CORRECT

2 INCORRECT \* \_\_\_\_\_

48. Question Q20

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

20. The businesses we're contacting were specifically chosen, so it's extremely important that we verify we've reached the right companies at the right locations. Are we correct that this is . . . [IF COMPANY NAME IS WRONG, MAKE SURE CONTACT IS NOT TALKING ABOUT A DIFFERENT BUSINESS THAN THE ONE SPECIFIED.]

COMPANY: \_\_\_\_\_ ?

1 CORRECT [SKIP TO Q.21]

2 INCORRECT

3 COMPANY HAS GONE OUT OF BUSINESS [SKIP TO OOB\_MOVE]

49. Question Q20\_A

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

20.a Is there any connection between your business and the one I mentioned?

- 1 YES
- 2 NO

[SKIP TO WRONGBUS]

20.b What is it?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

20.c What is the correct name?

\* ENTER NAME:

50. Question Q21

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

21. And the physical address is . . . [IF PHYSICAL ADDRESS IS WRONG, MAKE SURE COMPANY HAS NOT MOVED. DO NOT RECORD MAILING ADDRESS.]

ADDRESS: \_\_\_\_\_?

- 1 CORRECT [SKIP TO Q.22]
- 2 INCORRECT
- 3 FACILITY CLOSED OR MOVED FROM SPECIFIED ADDRESS [SKIP TO OOB\_MOVE]

51. Question Q21\_A

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

21.a Does your company have a facility at the address I just mentioned?

- 1 YES [SKIP TO Q.8.a]  
2 NO

21.b Do you have a facility located close to or with an address similar to the one I just mentioned?

- 1 YES  
2 NO [SKIP TO WRONGBUS]

21.c What is the correct address?

\* ENTER ADDRESS: \_\_\_\_\_

52. Question Q22

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

22. In . . .

CITY: \_\_\_\_\_?

- 1 CORRECT  
2 INCORRECT \* \_\_\_\_\_

53. Question Q23

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

23. What is your ZIP Code there, please?

ZIP CODE: \_\_\_\_\_

1 CORRECT

2 INCORRECT \* \_\_\_\_\_

[IF Q.2 = 3, SKIP TO Q.25; OTHERWISE, CONTINUE]

54. Question Q24

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

24. Do you personally work at the location we've been discussing?

1 YES, WORKS AT/NEAR SPECIFIED SITE [\*]

2 NO, DOESN'T WORK AT/NEAR SPECIFIED SITE [SKIP TO Q.8.a]

3 REFUSES TO CONFIRM/DENY [SKIP TO REFUSAL]

[\* IF Q.2 = 3, SKIP TO Q.26; OTHERWISE, CONTINUE]

55. Question Q25

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

25. Before I take up any more of your time, are you highly knowledgeable about the mechanical and electrical equipment at this site, and would you probably be able to answer technical questions about that equipment and its use?

1 YES

2 NO

[SKIP TO Q.8.a]

3 REFUSES TO CONFIRM/DENY

[SKIP TO REFUSAL]

56. Question Q26

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

26. Great. Our research is focusing on industrial production technologies. Would (COMPANY) \_\_\_\_\_'s site at (ADDRESS) \_\_\_\_\_ in (CITY) \_\_\_\_\_ be considered an industrial production facility?

1 YES

[SKIP TO Q.28]

2 NO

3 REFUSES TO CONFIRM/DENY

[SKIP TO REFUSAL]

57. Question Q27

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

27. What business operation is conducted at this facility?

- 1 CAN/WILL PROVIDE DESCRIPTION
- 2 REFUSES TO PROVIDE [SKIP TO NOTIPF]

27.a

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

[SKIP TO NOTIPF]

58. Question Q28

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

28. Does (COMPANY) \_\_\_\_\_ use equipment  
such as industrial motors, air compressors, electronic process control,  
or industrial refrigeration at this location?

- 1 YES
- 2 NO
- 3 DOESN'T KNOW/REFUSES TO ANSWER

59. Question Q29

CONTACT:	_____	LST:	_____
TITLE:	_____		
COMPANY:	_____		
PHONE:	_____	EXT.	_____

29. Would you please briefly describe what is produced at this address? [IF NECESSARY, PROBE: What is or are your final products?] [IF MACHINE SHOP, RECORD THAT ANSWER AND ASK: What do you machine?]

1	CAN/WILL PROVIDE DESCRIPTION	
2	REFUSES TO PROVIDE	[SKIP TO Q.32]

29.a \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

[IF SIC = 20; SKIP TO Q.30; OTHERWISE, CONTINUE]

29.b [DO NOT ASK!!!] WE HAVE THIS COMPANY CLASSIFIED AS PRODUCING (SIC CODE AND SHORT DESCRIPTION). DOES THAT APPEAR TO BE THE SAME AS THE ANSWER ABOVE?

1	YES	[SKIP TO Q.32]
2	NO	

60. Question Q29\_C

CONTACT:	_____	LST:	_____
TITLE:	_____		
COMPANY:	_____		
PHONE:	_____	EXT.	_____

29.c Our records indicate that you produced (SIC CODE AND SHORT DESCRIPTION) in the past. To what extent is this true now?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

~~[IF SIC = 36, SKIP TO Q.29.e]~~



61. Question Q29\_D

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

29.d More generally, would it be accurate to say that you are engaged in manufacturing industrial or commercial machinery, equipment, or computers?

1 YES

[SKIP TO Q.32]

2 NO

ENTER ANY EXPLANATION THEY GIVE:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

[SKIP TO Q.32]

62. Question Q29\_E

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

29.e More generally, would it be accurate to say that you are engaged in manufacturing machinery, apparatus, and supplies for the generation, storage, transmission, transformation, and utilization of electrical energy?

1 YES

[SKIP TO Q.32]

2 NO

ENTER ANY EXPLANATION THEY GIVE:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

[SKIP TO Q.32]

63. Question Q30

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

30. [DO NOT ASK!!!] DID THE DESCRIPTION SOUND LIKE THIS MAY BE A FOOD-SERVICE  
-- RATHER THAN FOOD-PROCESSING -- BUSINESS (FOR EXAMPLE, RESTAURANT, BAR,  
CAFE)?

1 YES

2 NO

[SKIP TO Q.32]

64. Question Q31

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

31. It is important for us to distinguish between a food-PROCESSING plant and  
a food- or beverage-SERVICE business. Is this primarily a restaurant, bar,  
cafe or other establishment where food or beverage items are consumed on  
site?

1 YES

[SKIP TO FOODPROC]

2 NO

3 DOESN'T KNOW/REFUSES TO ANSWER

[SKIP TO FOODPROC]

65. Question Q32

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

Next, I'd like to ask you a few questions to help us determine if you use some of the particular technologies that we're researching.

32. First, about how many motors 1 horsepower or larger have you installed in the last 2 years? We're interested in your replacement motors, rewind motors, as well as motors installed with new equipment. [ZERO AND ESTIMATES ACCEPTABLE]

- 1 WILL PROVIDE NUMBER
- 2 DOESN'T KNOW
- 3 REFUSES TO PROVIDE [SKIP TO Q.33]

32.a \* ENTER NUMBER OF MOTORS: \_\_\_\_\_  
[SKIP TO Q.33]

66. Question Q32\_B

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

32.b Do you know whether there have been any motors 1 horsepower or larger installed in the last 2 years?

- 1 YES, SOME MOTORS HAVE BEEN INSTALLED
- 2 NO, NO MOTORS HAVE BEEN INSTALLED
- 3 DOESN'T KNOW

67. Question Q33

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

33. Second, does any part of your manufacturing process equipment have electronic controls that automatically unload or turn off equipment when the equipment is not in use?

- 1 YES
- 2 NO
- 3 DOESN'T KNOW/REFUSES TO ANSWER

the process

68. Question Q34

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

34. Do you operate a power generation plant that provides electricity for regular use? This does not include power plants used just for emergency backup purposes.

- 1 YES
- 2 NO
- 3 DOESN'T KNOW/REFUSES TO ANSWER

≠ 20  
[IF SIC ~~35~~ OR 36, SKIP TO Q.36]

69. Question Q35

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

35. Do you have refrigeration systems totaling 20 horsepower or more that you use for process cooling or for food storage?

- 1 YES
- 2 NO
- 3 DOESN'T KNOW/REFUSES TO ANSWER

70. Question Q36

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

36. Finally, we've defined a water recovery system as any process that re-uses water-based discharge fluids, thereby reducing or eliminating wastewater discharge from the site. Given that definition, do you have a water recovery system at your facility?

- 1 YES
- 2 NO
- 3 DOESN'T KNOW/REFUSES TO ANSWER

71. Question Q37

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

37. Now, as I mentioned, we'd also like to conduct a more detailed survey at your facility, where our surveyor would gather information about your specific energy-using equipment and how it's used. The survey has been designed to take between 1 and 2 hours, and you would have to be available during that time. Your participation would be greatly appreciated, and we would be happy to provide you with a package of thank-you gifts, if you participate. [REFER TO PAPER LIST] Will you able to help us by participating in the on-site survey?

- |   |   |                |
|---|---|----------------|
| 1 | YES, AGREES TO PARTICIPATE                    | [SKIP TO Q.44] |
| 2 | NEEDS MORE INFORMATION BEFORE DECIDING        |                |
| 3 | NEEDS TO CHECK WITH SOMEONE OR THINK ABOUT IT | [SKIP TO Q.42] |
| 4 | NO, DECLINES TO PARTICIPATE                   | [SKIP TO Q.51] |

72. Question Q38

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

38. We sent a letter announcing the project to people like plant and facilities managers when we had address information. Did one of these letters get to you?

- |   |                  |
|---|------------------|
| 1 | YES              |
| 2 | NO               |
| 3 | DOESN'T REMEMBER |

73. Question Q39

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

39. We'll be happy to fax you (a copy of the letter/some additional information.) What is your fax number, please?

FAX NUMBER: \_\_\_\_\_

- 1 CORRECT
- 2 INCORRECT
- 3 DOESN'T HAVE ACCESS TO FAX MACHINE
- 4 REFUSES TO PROVIDE [SKIP TO DECLINE]

39.a \* ENTER FAX NUMBER, INCLUDING AREA CODE: \_\_\_\_\_

[SKIP TO Q.42]

74. Question Q40

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

40. Then we'll mail you (a copy of the letter/the additional information) instead. Is the physical address I indicated earlier also your mailing address, or is that address different?

- 1 PHYSICAL AND MAILING ADDRESSES THE SAME [SKIP TO Q.42]
- 2 MAILING ADDRESS DIFFERENT
- 3 REFUSES TO CONFIRM/DENY [SKIP TO DECLINE]

75. Question Q41ADD

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

41. What is your mailing address?

- a. STREET/P.O. BOX: \_\_\_\_\_
- b. CITY: \_\_\_\_\_
- c. STATE: \_\_\_\_\_
- d. ZIP CODE: \_\_\_\_\_

76. Question Q42

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

42. (Okay, we'll send out (the letter/that information) (tomorrow/Monday).)

To help us with scheduling these surveys, we'd like to get your final answer as soon as possible. Can we set up a time right now when we can call you back and find out whether you'll be able to participate?

- 1 WILLING TO SET UP CALLBACK
- 2 WILLING TO GIVE DEFINITE ANSWER NOW [SKIP TO Q.37]
- 3 REFUSES TO CONTINUE [SKIP TO DECLINE]

[MAKE NOTE OF DAY/TIME; IF PERSON IS UNABLE/UNWILLING TO PROVIDE AN EXACT DAY/TIME, TRY TO AT LEAST FIND OUT WHETHER THERE ARE CERTAIN DAYS OF THE WEEK OR TIMES OF THE DAY WHEN THE CONTACT IS MORE LIKELY TO BE AVAILABLE.]

[PRESS "1" TO CONTINUE]



77. Question Q43

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_

43. And let me just check . . . Is (PHONE NUMBER) (extension (EXT NUM)) the best number at which to reach you?

- 1 YES
- 2 NO

What is your direct number, please?

43.a \* ENTER TELEPHONE NUMBER, INCLUDING AREA CODE: (\_\_\_\_) \_\_\_\_\_

43.b \* ENTER EXTENSION (IF NONE, RECORD "0"): \_\_\_\_\_

Okay, we'll be in touch again. Thank you very much for your time.

[SIMULTANEOUSLY PRESS "CTRL" AND "END" TO RECORD DISPOSITION OF  
(DISPOSITION CODE) AND SCHEDULE CALLBACK.]

78. Question Q44

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

44. Thank you. The specific date and time of the visit will be determined with you when one of our field surveyors calls. For now, I'd just like to get some general scheduling information. Are there certain days of the week that typically would be better for you?

- 1 YES
- 2 NO

[SKIP TO Q.46]

79. Question Q45

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

45. Which day or days? [SELECT ALL THAT APPLY]

- 1 MONDAYS
- 2 TUESDAYS
- 3 WEDNESDAYS
- 4 THURSDAYS
- 5 FRIDAYS
- 6 SATURDAYS
- 7 SUNDAYS
- 8 NO MORE APPLY

80. Question Q46

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

46. Generally, are mornings or afternoons better for you?

- 1 MORNINGS
- 2 AFTERNOONS
- 3 NO PREFERENCE

81. Question Q47

CONTACT:	_____	LST:	_____
TITLE:	_____		
COMPANY:	_____		
47. Is (PHONE NUMBER) (extension (EXT NUM)) the best number at which to reach you?			
1	YES		
2	NO		
What is your direct number, please?			
47.a	* ENTER TELEPHONE NUMBER, INCLUDING AREA CODE: (____) _____		
47.b	* ENTER EXTENSION (IF NONE, RECORD "0"):		
	_____		

82. Question Q50

CONTACT:	_____	LST:	_____
TITLE:	_____		
COMPANY:	_____		
PHONE:	_____	EXT.	_____
50. [DO NOT ASK!!!] IS THERE ANY MORE INFORMATION ABOUT SCHEDULING WITH THIS CONTACT OR AT THIS FACILITY THAT THE SURVEYOR SHOULD KNOW?			
1	YES		
2	NO		
50.a	_____		
	_____		
	_____		

83. Question Q51

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

51. (Okay, we'll remove you from our list, but . . .)

I'd like to take about 1 more minute of your time to ask a few questions about our recruiting process, to see which aspects are cost effective for the people of California.

- 1 NO COMMENT OR AGREES TO CONTINUE [\*]
- 2 REFUSES TO CONTINUE [\*\*]

[\* IF Q.38 ANSWERED, SKIP TO Q.53]

[\*\* IF Q.37 = 1, SKIP TO ACCEPT; IF Q.37 = 4, SKIP TO DECLINE]

84. Question Q52

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

52. We sent a letter announcing the project to people like plant and facilities managers when we had address information. Did one of these letters get to you?

- 1 YES
- 2 NO [\*]
- 3 DOESN'T REMEMBER [\*]

[\* IF Q.37 = 1, SKIP TO ACCEPT; IF Q.37 = 4, SKIP TO DECLINE]

85. Question Q53

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

53. I'm going to name 3 aspects of the letter we sent, and I'd like you to indicate whether or not you would have remembered those aspects if I hadn't mentioned them earlier in the call.

[DISPLAY ITEMS FROM LIST THAT FOLLOWS, ONE ITEM AT A TIME]

- 1      WOULD HAVE REMEMBERED
- 2      WOULDN'T HAVE REMEMBERED

[IF Q.37 = 4, SKIP TO Q.55; OTHERWISE, CONTINUE]

86. Question Q53LIST

- a. First, the endorsement by the California Manufacturers and Technology Association?
- b. How about the endorsement by the California Chamber of Commerce?
- c. Before I mentioned it, did you remember the fact that the letter was signed by the Chairman of the California Energy Commission?

87. Question Q54

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

54. If you had received a call from us without having first received the letter, would you still have agreed to participate?

- 1 DEFINITELY YES
- 2 PROBABLY YES
- 3 PROBABLY NO
- 4 DEFINITELY NO
- 5 DOESN'T KNOW/REFUSES TO ANSWER

[SKIP TO ACCEPT]

88. Question Q55

CONTACT: \_\_\_\_\_ LST: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
PHONE: \_\_\_\_\_ EXT. \_\_\_\_\_

55. How much did getting the letter influence your decision about whether or not to answer our earlier questions? Did the letter . . .

- 1 Help a lot,
- 2 Help somewhat,
- 3 Help a little,
- 4 Have no effect, or
- 5 Hurt?
- 6 DOESN'T KNOW/REFUSES TO ANSWER

[SKIP TO DECLINE]

89. Question ACCEPT

ACCEPTS ON-SITE SURVEY

That completes our questions. Someone will be in touch in the near future to set up a time to conduct the on-site survey. In the meantime, Jack Wang, the Survey Manager, will be able to answer any further questions you may have. Let me give you his number. [WHEN RESPONDENT READY:] Please feel free to contact him at 1-888-414-0051, a toll-free number. After you're connected, select 1 and then 2 from the menu to get Dr. Wang.

(Also, Chairman Keese sent a letter to (LST NAME)\_\_\_\_\_. We'd be grateful if you would let (him/her) know we did try to contact (him/her), as we indicated we would.)

On behalf of the California Energy Commission, I want to thank you very much for your time and your willingness to participate.

[PRESS "1" TO END]

90. Question DECLINE

DECLINES ON-SITE SURVEY  
(OR CAN'T/WON'T PROVIDE NECESSARY INFORMATION)

That completes our questions. Even though you don't wish to participate in the on-site survey, I appreciate you taking the time to talk with me. If you should change your mind, or have any further questions about the study, you can contact Jack Wang, the Survey Manager. Let me give you his number. [IF RESPONDENT INTERESTED:] Please feel free to contact him at 1-888-414-0051, a toll-free number. After you're connected, select 1 and then 2 from the menu to get Dr. Wang.

(Also, Chairman Keese sent a letter to (LST NAME)\_\_\_\_\_. We'd be grateful if you would let (him/her) know we did try to contact (him/her), as we indicated we would.)

On behalf of the California Energy Commission, I want to thank you for your assistance.

[PRESS "1" TO END]

91. Question REFUSAL

REFUSES TO PARTICIPATE IN PHONE INTERVIEW

(Chairman Keese sent a letter to (LAST NAME)\_\_\_\_\_. We'd be grateful if you would let (him/her) know we did try to contact (him/her), as we indicated we would.)

On behalf of the California Energy Commission, thank you anyway for your time.

[PRESS "1" TO TERMINATE]

92. Question WRONGNUM

DIFFERENT BUSINESS/NOT A BUSINESS (WRONG NUMBER)  
(NO CONNECTION WITH SAMPLED BUSINESS/FACILITY)

I'm sorry to have bothered you . . .

[IF DIFFERENT BUSINESS:] Because our research is focusing on specific businesses at particular locations, those are all the questions I need to ask you at this time. If we need additional information, we'll be in contact again at a mutually convenient time.

[FOR ALL:] On behalf of the California Energy Commission, thank you for your (time/assistance).

[PRESS "1" TO TERMINATE]



93. Question OOB\_MOVE

OUT OF BUSINESS/FACILITY CLOSED OR MOVED

Because our research is focusing on specific businesses at particular locations, those are all the questions I need to ask you at this time. If we need additional information, we'll be in contact again at a mutually convenient time.

(Also, Chairman Keese sent a letter to (LST NAME)\_\_\_\_\_. We'd be grateful if you would let (him/her) know we did try to contact (him/her), as we indicated we would.)

On behalf of the California Energy Commission, thank you anyway for your assistance.

[PRESS "1" TO TERMINATE]

94. Question CONTUNKN

UNABLE TO IDENTIFY APPROPRIATE CONTACT

On behalf of the California Energy Commission, thank you anyway for your time.

[PRESS "1" TO TERMINATE]

95. Question CALLBACK

CALLBACK

Okay, we'll try calling (then/again/that number). Thank you for your assistance.

[NOTE: IF NO CALLBACK DATE/TIME WAS DETERMINED,  
YOU'LL NEED TO MAKE ONE UP.]

[PRESS "1" TO TERMINATE]

96. Question WRONGBUS

WRONG BUSINESS

Because our research is focusing on specific businesses at particular locations, those are all the questions I need to ask you at this time. If we need additional information, we'll be in contact again at a mutually convenient time.

On behalf of the California Energy Commission, thank you anyway for your assistance.

[PRESS "1" TO TERMINATE]

97. Question NOTIPF

NOT INDUSTRIAL PRODUCTION FACILITY

Those are all the questions I need to ask. As I indicated, our study involves only industrial production facilities.

(Chairman Keese sent a letter to (LST NAME)\_\_\_\_\_. We'd be grateful if you would let (him/her) know we did try to contact (him/her), as we indicated we would.)

On behalf of the California Energy Commission, thank you for your assistance.

[PRESS "1" TO TERMINATE]

98. Question FOODPROC

NOT FOOD PROCESSING FACILITY

Those are all the questions I need to ask. Our study involves only food processing facilities.

(Chairman Keese sent a letter to (LST NAME)\_\_\_\_\_. We'd be grateful if you would let (him/her) know we did try to contact (him/her), as we indicated we would.)

On behalf of the California Energy Commission, thank you for your time.

[PRESS "1" TO TERMINATE]

99. Question QUOTAMET

QUOTA MET

Those are all the questions I need to ask right now. We want to talk with a certain number of businesses of different types and sizes, and it appears that we have enough of your type and size at this time. If we need additional information, we'll be in contact again at a mutually convenient time.

(Also, Chairman Keese sent a letter to (LST NAME)\_\_\_\_\_. We'd be grateful if you would let (him/her) know we did try to contact (him/her), as we indicated we would.)

On behalf of the California Energy Commission, thank you for your time.

[PRESS "1" TO TERMINATE]

100. Question ONEMOM

ONE MOMENT, PLEASE . . .